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In The Claims

1. (previously presented): A process for applying a polyethylene or polypropylene polymeric label to a glass, plastic or metal container or surface said process consisting of:

(a) applying a layer of a hydrophilic solid material comprising at least 30% by dry weight of an animal glue based on the total weight of the hydrophilic solid material to said polyethylene or polypropylene polymeric label and thereafter drying said layer of hydrophilic material to form a water activatable hydrophilic layer that can be activated into a tacky fastenable adhesive;

b) applying a sufficient amount of water containing a cross-linking agent to said activatable hydrophilic layer to form a tacky fastenable polyethylene or polypropylene polymeric label;

(c) fastening said tacky fastenable polymeric label to a glass, plastic or metal container or surface; and

(d) curing said polyethylene or polypropylene polymeric label on said glass, plastic or metal surface or container.

2. (previously presented): A process for applying a polyethylene or polypropylene polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein the hydrophilic solid material is 90 percent by weight animal glue.

3-4. (canceled)

5. (previously presented): A process for applying a polyethylene or polypropylene polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein step (b) is carried out with the application of a sufficient amount of water containing an effective amount of a crosslinking agent to said activatable layer to form a tacky fastenable polyethylene or polypropylene polymeric label.

6. (previously presented): (previously presented): A process for applying a polyethylene or polypropylene polymeric label to a glass container or surface as defined in claim 1 wherein step (b) is carried out with the application of a sufficient amount of water containing an

effective amount of a crosslinking agent to said activatable layer to form a tacky fastenable polyethylene or polypropylene polymeric label.

7. (canceledc)

8. (previously presented): A process for applying a polyethylene or polypropylene polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein step (b) is carried out with the application of a sufficient amount of water based activator containing a effective amount of a cross-linking agent to said activatable layer to form a tacky fastenable polyethylene or polypropylene polymeric label.

9. (previously presented): A process for applying a polyethylene or

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